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PRESS RELEASE

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U.S. BORDER PATROL LAUNCHES “OPERATION PRIDE”

SAN DIEGO, CA: As part of the U.S. Border Patrol’s commitment to community outreach, the San Diego Sector announced its newest community outreach program, “Operation PRIDE.” Operation PRIDE, an innovative two pronged educational program aimed at assisting eighth grade and kindergarten through third grade students, is designed to assist educators, service organizations and other groups in support of our community’s youth.

Operation PRIDE is comprised of two components, the first is a 16-hour curriculum taught to eighth grade students and stresses the importance of:

- Pride in yourself**
- Respect for yourself, others, and the law**
- Integrity**
- Dependency-Free from alcohol, tobacco, and gangs**
- Education ensures success,**

The second component of Operation PRIDE involves an interactive robot, which is used with children at the kindergarten through third grade level. The robot, K.C. (short for “Kids Count”), along with a select team of Border Patrol Agents, will provide education in the areas of gun safety, medicine cabinet and under the sink dangers, use of seatbelts and personal safety.

During the press conference K.C. became the newest member of the U.S. Border Patrol after he was sworn into service. K.C., who fielded questions from the media, responding to a reporter’s question about his swearing in, stated “this is cool! I am very excited. I am eager to perform my duties and help spread the word that kids count!”